

## CLAIMS

1. (Currently amended) A preparation system with administration for ads, said system comprising:

ad template means for:

- i. specifying company advertiser and ad publisher business rules to control preparation and administration of ads for publication;
- ~~means for~~ ii. specifying at least one of company advertiser and ad publisher personnel roles to accomplish preparation and administration of ads for publication;
- ~~means for~~ iii. preparation and administration of ads for publication by said roles according to said business rules; and

a database for storing said ad templates comprising company advertiser and ad publisher business rules, personnel roles, and ads prepared and administered by said roles for publication according to said business rules;  
wherein said ads are formatted for at least one ad delivery medium.

2. (Original) A preparation system with administration for ads according to claim 1, wherein said database is at least one of networked, distributed and replicated.

3. (Currently amended) A preparation system with administration for ads according to claim 1, wherein:

said database is accessible over the Internet, and

said ad template means for preparation comprises a Web browser.

4. (Original) A preparation system with administration for ads according to claim 1, wherein said at least one delivery medium is selected from the group consisting of print, electronic, billboard, television, radio, Web page, movie film, digital recording, video recording, audio recording, and personal digital device.

5. (Currently amended) A preparation system with administration for ads according to claim 1, wherein said ad template means for preparation and administration of ads comprises:

at least one Ad Box default template for preparing an Ad Box instance of an ad for an individual item, said Ad Box instance having a status for indicating its stage of preparation and administration, said Ad Box default template defining a plurality of entries for each said Ad Box instance; and

at least one Ad Master template for preparing the layout of an Ad Master instance, said Ad Master instance having a status for indicating its stage of preparation and administration, said Ad Master template defining a plurality of components for each said Ad Master instance, said plurality of components comprising at least one said Ad Box instance.

6. (Currently amended) A preparation system with administration for ads according to claim 5, wherein said ad template means for specifying company advertiser and ad publisher business rules to direct ad preparation and administration and provide administrative control by said system comprises:

a plurality of business rules governing preparation and administration of ads, each of said plurality of business rules being specified by at least one of a company advertiser and ad publisher, each of said plurality of entries defined by said at least one default Ad Box template being associated with and controlled by at least one of said plurality of business rules, and each of said plurality of components defined by said at least one Ad Master template being associated with and controlled by at least one of said plurality of business

rules; ~~and~~

database storing of said at least one Ad Box default template comprising each of said plurality of entries and associated business rules; and

database storing of said at least one Ad Master template comprising each of said plurality of components and associated business rules.

7. (Original) A preparation system with administration for ads according to claim 6, wherein said plurality of business rules comprises:

at least one business rule for determining Ad Box instance deadlines;

at least one business rule for determining Ad Master instance submission deadlines;

at least one business rule for determining at least one attribute of each of said plurality of entries for each said Ad Box instance; and

at least one business rule for determining at least one attribute of each of said plurality of components of each Ad Master instance.

8. (Original) A preparation system with administration for ads according to claim 7, wherein said at least one attribute of each of said plurality of entries for each said Ad Box instance is selected from the group consisting of width, height, font, font size, font spacing, font resizing, image size, image type, audio length, video length, color, and default size.

9. (Original) A preparation system with administration for ads according to claim 7, wherein said at least one attribute of each of said plurality of components for each said Ad Master instance is selected from the group consisting of number of rows, number of columns, Ad

Box ordering, background image, number of filler boxes, Ad Box instance entry uniformity, and color.

10. (Currently amended) A preparation system with administration for ads according to claim 6, wherein said ad template means for specifying company advertiser and ad publisher roles comprises:

a plurality of roles for preparation and administration of ads, each of said plurality of roles being assumable by at least one of company advertiser personnel and ad publisher personnel, at least one of said plurality of roles being associated with each said Ad Box default template, and at least one of said plurality of roles being associated with each said Ad Master template; and

database storing of said plurality of roles and the association of each said role with each said Ad Box default template and with each said Ad Master template.

11. (Original) A preparation system with administration for ads according to claim 10, wherein each of said plurality of roles performs at least one of:

creation, editing and database storing of said at least one Ad Box default template and said associated business rules[[],];

creation, editing and database storing of said at least one Ad Master template and said associated business rules[[],];

creation, editing, approval, setting said status, and database storing of Ad Box instances of said at least one Ad Box default template according to said associated business rules, ~~and~~;

creation, editing, sending to publisher, setting said status, and database storing of Ad Master

instances of said at least one Ad Master template, said creating and editing accomplished by retrieving from said database and laying out said Ad Box instances in said Ad Master instances according to said associated business rules; and

retrieval from said database, review, rejection, approval, sending to print and setting said status of said Ad Master instances.

12. (Currently amended) An ad preparation system with administration according to claim 10 wherein said ad template means for preparation and administration of ads further comprises:

database accessing by said associated at least one of said plurality of roles to at least one of said Ad Box default templates to perform at least one of creating, editing and approving Ad Box instances and setting said status of Ad Box instances according to said associated business rules;

database storing by said associated at least one of said plurality of roles of said Ad Box instances;

database accessing by said associated at least one of said plurality of roles to said at least one Ad Master template and said Ad Box instances to perform one of creating, editing, and sending to publisher Ad Master instances and setting said status of Ad Master instances, said Ad Master instances comprising at least one of said Ad Box instances as one of said plurality of components according to said associated business rules; and

database storing by said associated at least one of said plurality of roles of said Ad Master instances;

wherein ads are prepared and administered as Ad Master instances comprising Ad Box instances by said roles according to said associated business rules.

13. (Original) An ad preparation system with administration according to claim 5 wherein said plurality of components further comprises at least one filler box, said filler box having a plurality of predetermined entries.
14. (Original) An ad preparation system with administration according to claim 5, wherein said plurality of entries further comprises at least one required entry.
15. (Original) An ad preparation system with administration according to claim 14, wherein each of said plurality of required entries is selected from the group consisting of lead line, image, audio, video, automation, geographic location display, signal (sig) line, and ad body text.
16. (Original) An ad preparation system with administration according to claim 5, wherein said plurality of entries further comprises at least one optional entry.
17. (Original) An ad preparation system with administration according to claim 16, wherein each of said optional entries is selected from the group consisting of banner, first line of company data, second line of company data and dollar amount.
18. (Original) An ad preparation system with administration according to claim 15, wherein said plurality of entries further comprises at least one optional entry.
19. (Original) An ad preparation system with administration according to claim 18, wherein each of said optional entries is selected from the group consisting of banner, first line of company data, second line of company data, and dollar amount.
20. (Currently amended) A method for ad preparation with administration, comprising the steps of

(a) providing at least one ad template for specifying business rules and roles and for

preparing and administering ads;

- (ab) in said provided at least one ad template, specifying company advertiser and ad publisher business rules to control preparation and administration of ads for publication;
- (bc) in said provided at least one ad template, specifying company advertiser and ad publisher personnel roles to accomplish preparation and administration of ads for publication;
- (ed) preparing and administering ads for publication by said specified roles using said provided at least one ad template according to said specified business rules for delivery by at least one delivery medium;
- (de) storing said specified business rules and roles in the ad template in a database; and
- (ef) storing said prepared ads in a database.

21. (Currently amended) The method for ad preparation with administration according to claim 20, wherein the step (ea) further comprises the steps of:

- i. providing at least one Ad Box default template for preparation of an Ad Box instance of an ad for an individual item;
- ii. defining in said at least one Ad Box default template a plurality of entries for each said Ad Box instance said plurality of entries comprising a status for indicating its stage of preparation and administration;~~and~~
- iii. providing at least one Ad Master template for preparation of the layout of an Ad Master instance;

- iv. defining in said at least one Ad Master template a plurality of components for each said Ad Master instance, said plurality of components comprising at least one said Ad Box instance and a status for indicating its stage of preparation and administration; and
- v. storing said at least one Ad Box default template and said at least one Ad Master template in a database.

22. (Currently amended) The method for ad preparation with administration according to claim 21, wherein step (ab) further comprises the steps of:

- i. providing a plurality of business rules governing preparation and administration of ads, each of said plurality of business rules being provided by at least one of a company advertiser and ad publisher[[,]];
- ii. associating each of said plurality of entries with at least one of said provided plurality of business rules;
- iii. associating each of said plurality of components with at least one of said provided plurality of business rules; and
- iv. storing in a database said each of said plurality of business rules and said association with said entries and said components.



23. (Currently amended) The method for ad preparation with administration according to claim 21, wherein step (d~~c~~) further comprises the steps of:

- i. providing a plurality of roles for preparation and administration of ads;
- ii. assuming each of said roles by at least one of company advertiser personnel and ad publisher personnel;
- iii. associating at least one of said plurality of roles with each said Ad Box default template;
- iv. associating at least one of said plurality of roles with each said Ad Master template; and
- v. storing in a database said plurality of roles and said association of at least one of said plurality of roles with said Ad Box default template and said Ad Master template.

24. (Original) The method for ad preparation with administration according to claim 23, wherein step (d) further comprises the steps of

- vi. creating, editing, and storing in a database by said associated at least one of said plurality of roles of said at least one Ad Box default template and said associated business rules;
- vii. creating, editing, and storing in a database by said associated at least one of said plurality of roles of said at least one Ad Master template and said associated business rules;
- viii. creating, editing, approving, setting said status, and storing in a database by said associated at least one of said plurality of roles of Ad Box instances of said at least one Ad Box default template in accordance with said associated business rules;

ix. creating an Ad Master instance of at least one Ad Master template by said associated at least one of said plurality of roles;

x. retrieving from said database, laying out and setting said status of said at least one created, edited and approved Ad Box instance in said created Ad Master instance in accordance with said associated business rules by said associated at least one of said plurality of roles; and

xi. storing in said database of said at least one laid out Ad Master instance by said associated at least one of said plurality of roles.

25. (Original) A preparation system with administration for ads according to claim 1, said system further comprising:

a host system;

data storage means within said host system for maintaining said database containing a plurality of ad data records of differing types, including: companies, publisher, ads, templates, ad masters, roles, boxes, and fonts,

a plurality of remote communications facilities;

communication network means for exchanging data between said host computer system and each of said plurality of remote communications facilities;

computer processing means associated with said host enabling said host to accept and store, and retrieve and transmit database records from and to, respectively, one of said remote communications facilities according to criteria provided by said one of said plurality of remote communications facilities, and

computer input means at each remote communications facility permitting company advertiser personnel and ad publisher personnel at remote communications facilities to

a. specify the inputs to define said company advertiser and ad publisher personnel roles and business rules,

b. implement said personnel roles, and

c. prepare and administer ads for publication.

26. (Original) A preparation system with administration for ads according to claim 25, wherein the communications network means is the Internet and said computer input means employs a Web browser.